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Rosenberg

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(54) **SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR COLLABORATIVE BROADCAST MEDIA**

(75) Inventor: **Louis B. Rosenberg**, Arroyo Grande, CA (US)

(73) Assignee: **Outland Research, LLC**, Pismo Beach, CA (US)

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(58) **Field of Classification Search** **709/204–206, 709/219, 231, 246**

See application file for complete search history.

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Primary Examiner—Jude J Jean Gilles

(74) *Attorney, Agent, or Firm*—Thomas F. Lebens; Sinsheimer Juhnke Lebens & McIvor, LLP

(57) **ABSTRACT**

A system, method and computer program product for collaborative media selection among a media provider and a collaborative group of media players, where each individual media player is in processing communications with the media provider. Enables a media broadcaster to perform a procedure which involves (a) sending one or more media suggestions to a plurality of media playing devices that are being used by a plurality of participating users, (b) receiving from each of the plurality of participating users via their media playing devices a response indicating acceptances or rejection for the suggested media item, (c) tallying the responses and determining if the media suggestion is collaboratively accepted by the group of collaborating users, and (d) broadcasting media content for real-time play to the plurality of media playing devices if the media suggestion is collaboratively accepted. Otherwise, sending an alternative suggested media item. The present invention further includes a variety of prioritization methods wherein participating users may have non-equally impact upon in the collaborative decision making process.

32 Claims, 6 Drawing Sheets

